

Call Now
Facebook Ads

“Call Now” Facebook Ads

How to Get Your Business Phone Ringing with **Call Now** Ads!

The image shows the Facebook Ad creation interface. On the left, the 'Text' section is active, showing the ad copy: 'Want MORE Traffic With HIGHER Conversions & INCREASED Revenue?'. Below this, there are checkboxes for 'Edit Stories background colors' (unchecked) and 'Add a website URL' (checked). The website URL is 'https://www.coursenvy.com/grow-email-list-banner/'. The 'Ad Preview' section on the right shows the ad as it will appear in a mobile news feed. The ad features a green square with the text 'SALES FUNNEL SECRETS' and a 'CALL NOW' button. A large red arrow points to the 'CALL NOW' button in the preview.

Text
Enter the text for your ad. [Learn more.](#)

Text

Want MORE Traffic With HIGHER Conversions & INCREASED Revenue?

☐ Edit Stories background colors ⓘ

☒ Add a website URL ⓘ

Website URL ⓘ [Preview URL](#)

<https://www.coursenvy.com/grow-email-list-banner/> X

Build a URL Parameter

Display Link (optional) ⓘ

Enter the link as you want people to see it in your ad

Headline ⓘ

News Feed Link Description ⓘ

Ad Preview 1 of 1 Ad < >

Mobile News Feed ▼ 1 of 18 < >

Coursenvy
Sponsored ·

Want MORE Traffic With HIGHER Conversions & INCREASED Revenue?

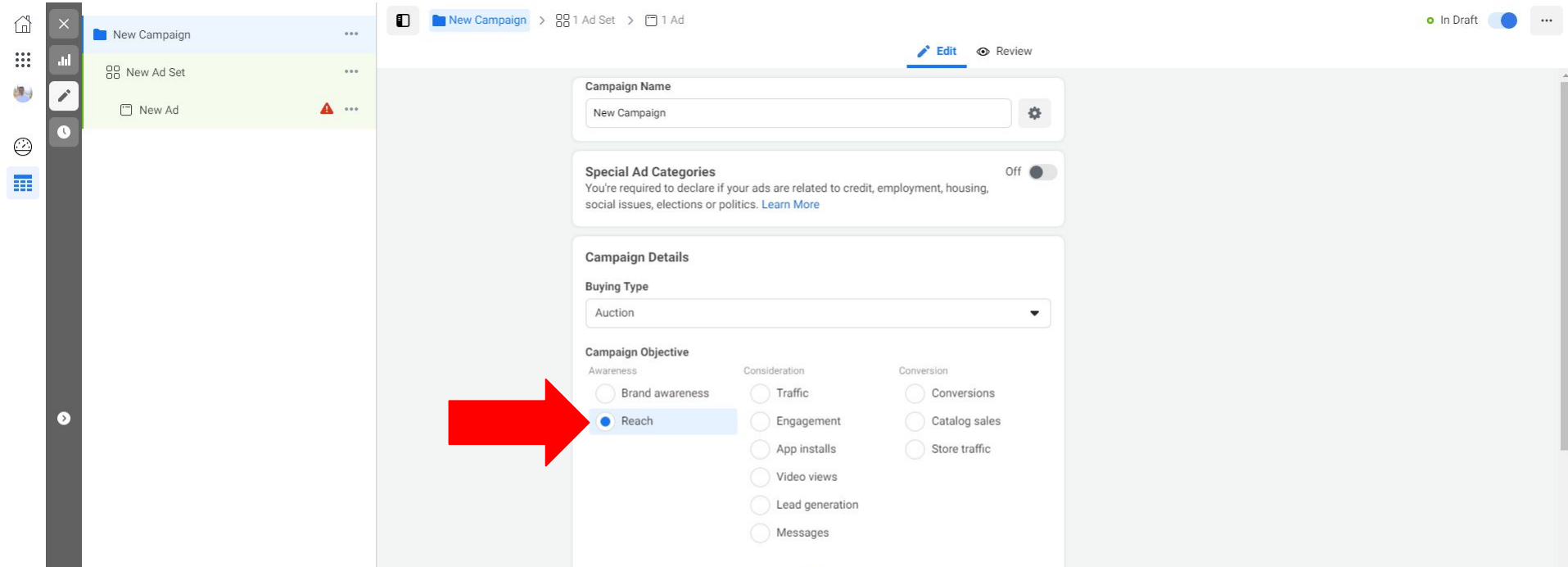
Grow Your Email List with FREE Traffic!
Grow Your Email List with FREE Tr... **CALL NOW**

Like Comment Share

[Refresh preview](#) • [Report a problem with this preview](#)

“Call Now” Facebook Ads

Use the REACH objective for the best CALL NOW ad results!



The screenshot displays the Facebook Ads Manager interface. On the left, a sidebar contains navigation icons and a list of campaign elements: 'New Campaign', 'New Ad Set', and 'New Ad'. The main area shows the campaign setup process. At the top, a breadcrumb trail reads 'New Campaign > 1 Ad Set > 1 Ad'. Below this, there are tabs for 'Edit' and 'Review'. The 'Campaign Name' field is set to 'New Campaign'. The 'Special Ad Categories' section is currently 'Off'. The 'Campaign Details' section shows 'Buying Type' as 'Auction'. The 'Campaign Objective' section is active, with three columns: 'Awareness', 'Consideration', and 'Conversion'. Under 'Awareness', the 'Reach' option is selected, indicated by a blue dot and a red arrow pointing to it. Other options in the 'Awareness' column include 'Brand awareness'. The 'Consideration' column includes 'Traffic', 'Engagement', 'App installs', 'Video views', 'Lead generation', and 'Messages'. The 'Conversion' column includes 'Conversions', 'Catalog sales', and 'Store traffic'.

Campaign Name
New Campaign

Special Ad Categories
You're required to declare if your ads are related to credit, employment, housing, social issues, elections or politics. [Learn More](#) Off

Campaign Details
Buying Type
Auction

Campaign Objective

Awareness	Consideration	Conversion
☐ Brand awareness	☐ Traffic	☐ Conversions
☒ Reach	☐ Engagement	☐ Catalog sales
	☐ App installs	☐ Store traffic
	☐ Video views	
	☐ Lead generation	
	☐ Messages	

“Call Now” Facebook Ads

- All “Call Now” ads should be targeted at **MOBILE DEVICES** only as we want people to instantly take action.
- This option will be selected at the AD SET level, under EDIT PLACEMENTS → DEVICES

The screenshot displays the Facebook Ads Manager interface. On the left, a sidebar shows a hierarchy: 'New Campaign' (selected), 'New Ad Set', and 'New Ad'. The main area is titled 'New Campaign > New Ad Set > 1 Ad'. At the top right, there are buttons for 'Edit' and 'Review', and a status indicator 'In Draft'. The 'Placements' section is active, showing two options: 'Automatic Placements (Recommended)' and 'Manual Placements' (selected). Below this, the 'Devices' section is expanded, showing a dropdown menu set to 'Mobile'. Two red arrows point to the 'Placements' and 'Devices' sections. The 'Audience Definition' section on the right shows a gauge for 'Specific' vs 'Broad' targeting, with a 'Potential Reach' of 220,000,000 people. The 'Estimated Daily Results' section below it states that results are not available for this campaign.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Placements [Learn More](#)

☐ Automatic Placements (Recommended)
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☒ Manual Placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Devices

Mobile

☒ Mobile
☐ Desktop
☒ Audience Network ☐ Messenger

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 220,000,000 people ⓘ

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Once on the AD level, select your identity, format/media, then create your ad copy.

New Campaign > New Ad Set > **New Ad**

[Edit](#) [Review](#)

☒ Preview On

11 Placements

Facebook Feeds

Coursenvy Sponsored

Want to 9x your return on ad spend?

9x YOUR AD SPEND

FREE Marketing Consultation

CALL NOW

Like Comment

Ad rendering and interaction may vary based on device, format and other factors.

Edit Placement

Select a placement to edit

Primary Text

Want to 9x your return on ad spend?

☒ Add a website URL

If you add a website URL, people who click or tap on your ad will go to your website. If you don't, they'll go to your Facebook Page or Instagram account.

Headline · Optional

FREE Marketing Consultation

Description · Optional

Include additional details

Website URL

coursenvy.com [Preview URL](#)

[Build a URL Parameter](#)

Display Link · Optional

Enter the link you want to show on your ad

Call to Action

Call Now

Add a phone number so people can tap your ad to call you.

Phone Number

Close [All edits saved](#)

[Back](#) [Publish](#)

By clicking the "Publish" button, you agree to Facebook's [Terms](#) and [Advertising Guidelines](#).

“Call Now” Facebook Ads

- Once you have your Text, Website URL, Headline and News Feed Link Description entered, select **CALL NOW** from the Call To Action dropdown menu and input your business phone number.

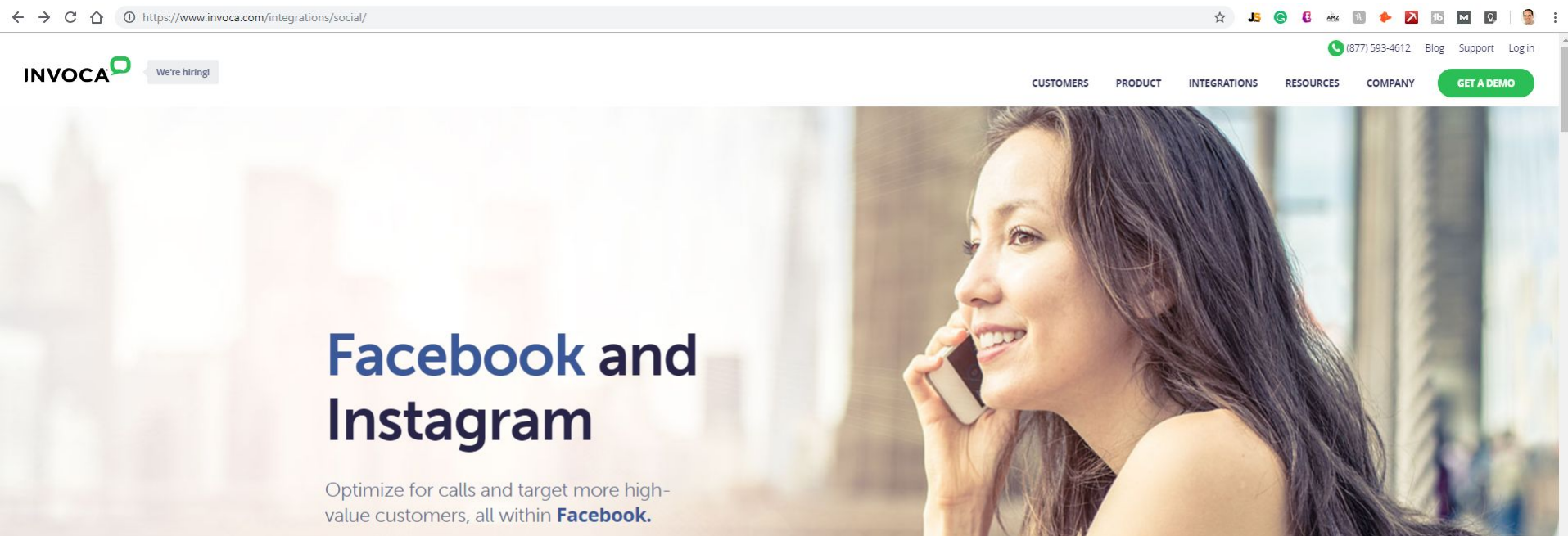
PRO TIP: If you don't want to give out your personal phone number, sign up for a FREE phone number with Google Voice: <https://voice.google.com>

“Call Now” Facebook Ads

- Once a user clicks on the “Call Now” button in your Facebook ad, it doesn’t immediately call the phone number, rather it opens the dial pad on the user’s mobile phone with the phone number pre-typed in.
- This clicking of the CTA (call-to-action) button, will register in Facebook reports as a “call”, BUT there is a chance the user canceled/never made the call. To correctly measure how many calls Facebook “Call Now” ads are sending to your business, you need **inbound call tracking software**.

Inbound Call Tracking Software

I personally use **Invoca** for all my online ad call tracking, but just Google the phrase above to source others!



The screenshot shows the Invoca website interface. At the top, there's a navigation bar with the Invoca logo, a 'We're hiring!' button, and links for CUSTOMERS, PRODUCT, INTEGRATIONS, RESOURCES, and COMPANY. A green 'GET A DEMO' button is also present. Below the navigation bar, the main content area features a large image of a smiling woman talking on a mobile phone. Overlaid on the left side of this image is the text 'Facebook and Instagram' in a large, bold, blue font. Below this, in a smaller font, it says 'Optimize for calls and target more high-value customers, all within Facebook.'

INVOKA We're hiring!

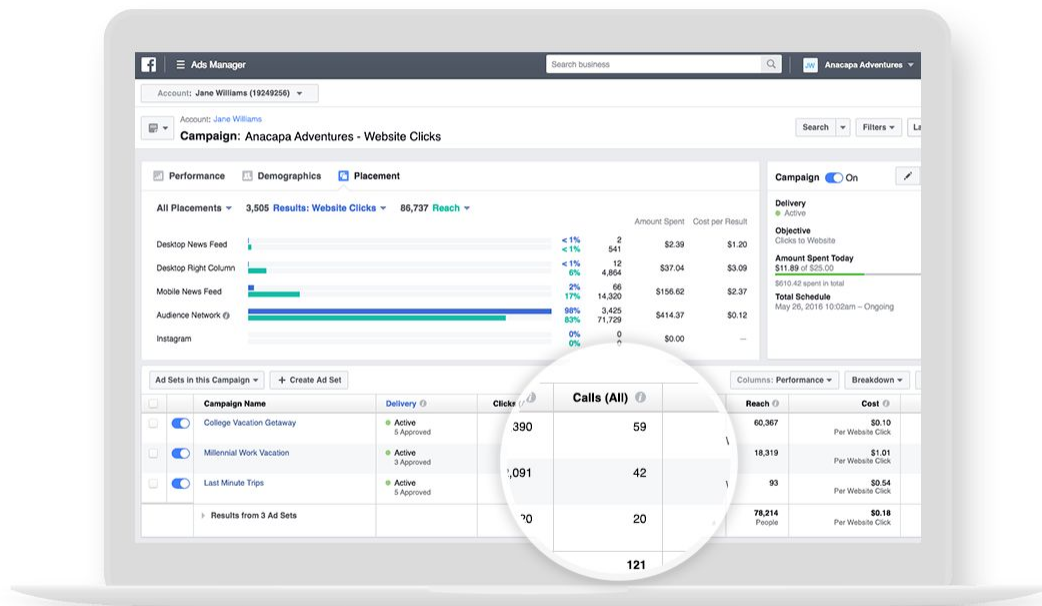
CUSTOMERS PRODUCT INTEGRATIONS RESOURCES COMPANY [GET A DEMO](#)

Facebook and Instagram

Optimize for calls and target more high-value customers, all within **Facebook.**

Attribution

Get credit for all conversions your Facebook ads drive, whether online or over the phone. See which social campaigns, ad sets, and ads drive calls that convert into sales. Use this data to optimize campaigns for both click and call conversions.

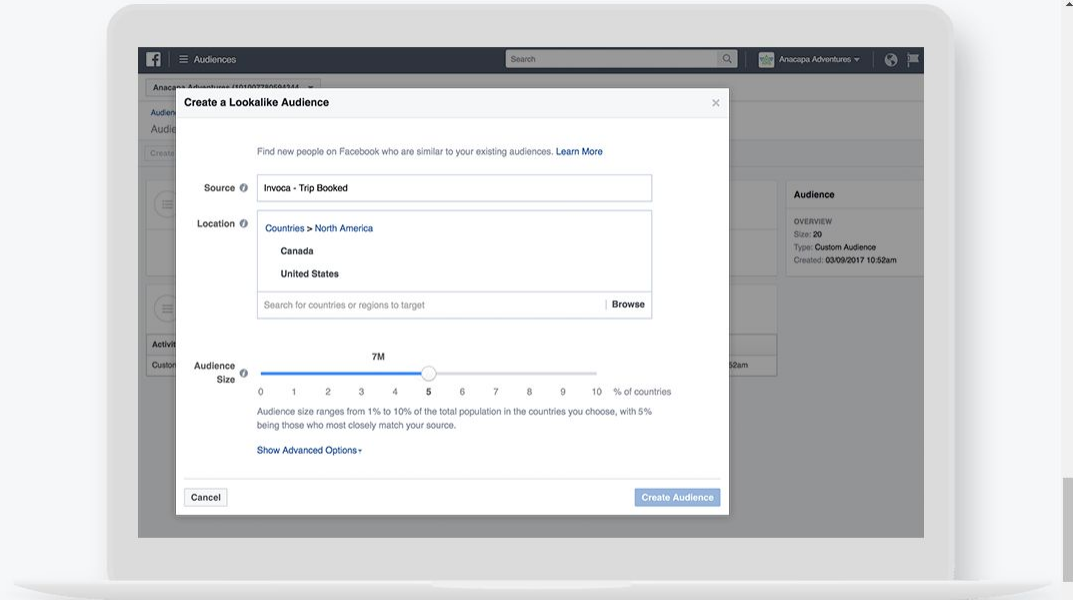


If you run an ad agency like we do (<https://agency.coursenvy.com>), you will quickly see how important **attribution** is to all the calls you drive businesses. You want to get credit for all the leads you drive from Facebook ads!

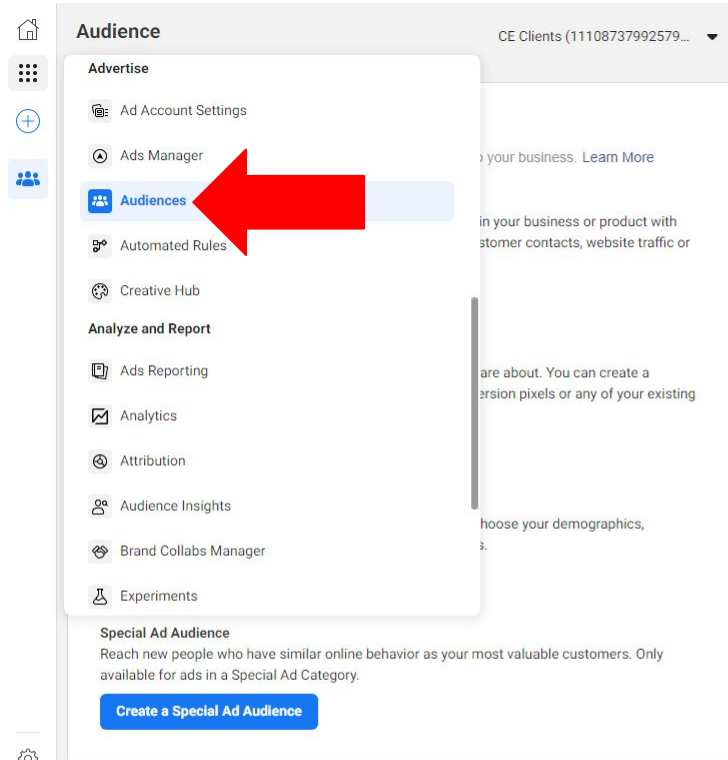
Inbound Call Tracking Software

Lookalike Audiences

Extend your reach to find more people that look like your best customers who call and convert over the phone. Pass rich caller data to Facebook and Instagram to create seed audiences for lookalike audience building and targeting.



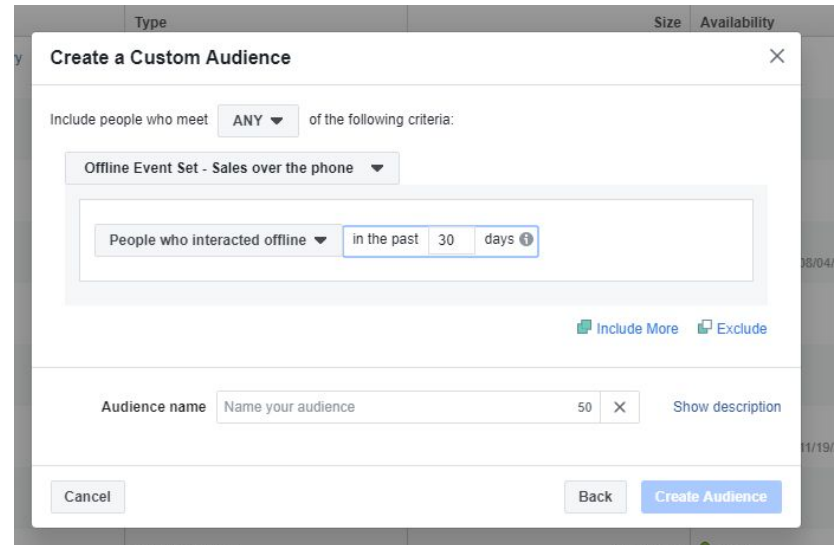
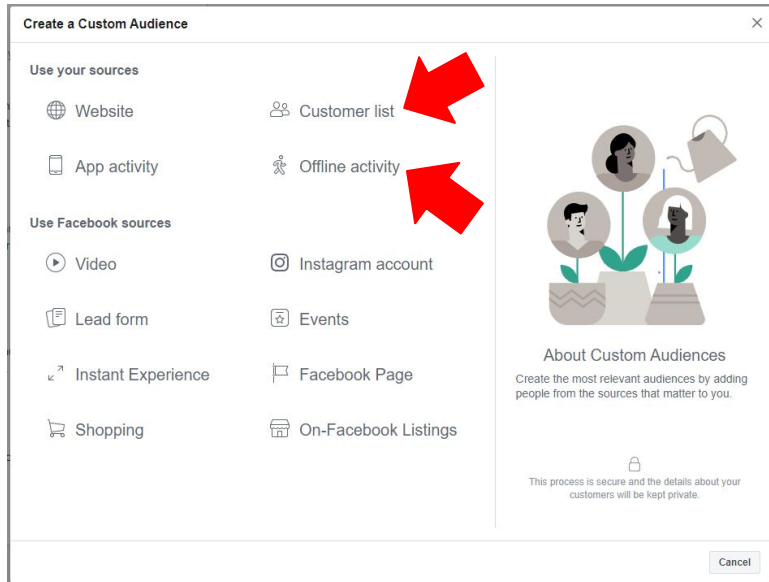
Custom Audiences + Lookalike Audiences



<https://business.facebook.com/adsmanager/audiences>

Custom Audiences + Lookalike Audiences

It's also important to create Custom Audiences of callers via the **Customer File** or **Offline Activity** options; then create Lookalike Audiences of those for future “Call Now” ad testing.



BEST PRACTICES: “Call Now” Facebook Ads

1. Schedule your ads to run during your business hours. Don't waste ad spend if nobody is there to answer your phones! Ad scheduling requires lifetime budgets.
2. Split test DETAILED TARGETING at the AD SET level to target the right prospects. Many of our clients have local businesses, so make sure to just target your location as well (with typically a 20 mile radius).
3. Split test AD copy and media (both images and video) to see what drives the most calls!

